



Developing talent, creating growth

Apprenticeships to impact your future

Supported by
**National
Apprenticeship
Service**



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Apprenticeships to impact your future

Winning new business is at the heart of every organisation and is a crucial connection to understanding the customer while delivering a dynamic experience.

Is your business ready for the shift in buying behaviour?

Walking in the shoes of your customers and learning to speak their language is not new news, and is something that all sales leaders are mindful of. However, the ways in which this is now best achieved are changing.

Buyers have more power and more product and industry information than ever before. The availability of quality information through digital channels has made it much easier for customers to undertake independent research. Digital and in-person channels are used with near equal frequency, yet despite this, sales and business development is still very much a job for people rather than machines.

As buying behaviour continues to evolve, traditional sales approaches will need to be updated to produce the results your business needs – no matter how well executed they are.

In a market place where there are better informed customers, how will you ensure your people maximise opportunities to influence customer decisions, deliver the human touch and 'seal the deal'?

 0800 783 2545



Developing sales leaders

The Apprenticeship route

Apprenticeships for sales professionals are relatively new and offer a great opportunity for you to nurture your existing and future workforce - whether they are part of a sales team in a large organisation or working in a cross-functional role of which sales skills play a part.

Our Apprenticeship programme has been specifically designed to help you meet the changing needs of the sector and stay ahead of the game.

The content of the Apprenticeship Paragon Skills designs in partnership with you will be tailored to your specific selling motion and cover all the most pertinent issues faced by sales teams industry-wide. Our dedicated team will help your salespeople bring technical expertise, a multi-functional skillset and a strategic mindset to their day to day activities.

Paragon Skills are dedicated to on-going growth and skills improvement for sales professionals. Our training will help to inspire trust in your brand through knowledgeable, ethical and tenacious people that display emotional intelligence, make it easier for your customers to make a decision and build lasting relationships.

Your people will acquire all the skills they need to be effective sales leaders while increasing their capabilities to deal with some of the sector's biggest challenges such as;

- Multi-channel engagement
- Awareness of analytics
- Product and competitor knowledge
- Understanding sales cycles
- Driving purchase ease
- Building trust and rapport
- Understand the emotional experience of buying
- Engaging with customers in the way they want to be engaged
- Confidence to use numbers

Our training, your way

Paragon Skills is a progressive, high-quality Apprenticeship training organisation providing tailored learning programmes for the sales sectors.



0800 783 2545

You'll benefit from:

Our programmes

Clear, forward thinking & progressive Apprenticeship solutions

Our people

Open, experienced & passionate people

Our partnership

Consultative, positive & easy

Custom technology

A seamless & engaging learning experience via Bud - our custom Learner Management System

Delivery that fits with your business

Our ethos is about creating long-lasting Apprenticeship partnerships.

Working in this way has been hugely successful as it allows us to centre the programme on your organisational aims, culture, vision & values and behaviours, ensuring you receive a clear and relevant Apprenticeship people development strategy with tangible measures of success.

Our Apprentices and employers are encouraged to be involved in the design of the programmes which strengthens relationships, increases the drive for success in Apprentices and ensures continuous improvement.

Apprenticeships for Sales

Paragon Skills operate a flexible delivery model, which is designed to benefit both employers and Apprentices, delivering programmes through a blended approach. This incorporates work-based learning methods, regular one to ones, online/paper-based delivery and professional qualifications. Our teams ensure you can achieve line manager buy-in, understand the 20% off-the-job training requirement, monitor impact, drive successful outcomes and create your future leaders.

Our teams will work with you to develop a programme that will help to strengthen your brand presence, get the best out of your existing and future workforce without losing focus on driving business performance.

Our Apprenticeship programme specialisms within the sector include the following:

- **Sales executive**
- **Customer service**
- **Leadership & management**

Our teams will work with you to develop an immersive and experiential programme that will produce measurable results based on sales impact, get the best out of your existing and future workforce without losing focus on driving business performance.

Workforce design made simple

Working with you to develop your winning workforce.

Your training programme will be truly unique. We will design it to seamlessly integrate with your particular organisation needs.

Your unique programme will still contain all the mandatory elements and features that comprise a sales Apprenticeship.

Our programme will be so closely aligned to your culture, values and strategy. You'll come to see us as an extension of your team. Many of our partners already do.

Our dedicated Apprenticeship Recruitment Team will work with you to attract top talent offering industry specific information, advice and guidance. They will offer an added-value service to source, screen and select the best candidates - those who share your values and fit perfectly within your culture.

From high staff turnover to the challenges of diversity and demographic balance, our training will help to future-proof your business against these issues.

'The best team members are worth holding on to'

Your unique training programme will be so engaging that your employees will feel truly valued and will be more likely to go the extra mile in return.

'People are always looking for an exciting career opportunity'

We'll support you to develop clear career progression for your employees. This will benefit you in two ways: it will attract the most dynamic and effective new recruits and it will give your existing talent genuine growth opportunities too.

'The best trained people add the most value'

Quality training benefits both your customers and your bottom line. Your people will feel more invested once they recognise your commitment to developing them.

Successful Apprenticeship delivery for over 20 years

Paragon Skills is a leading national Apprenticeship provider who supports over 4,000 learners through their training, and 1,500 organisations to consistently deliver high-quality Apprenticeships.

High quality Apprenticeship delivery is our mantra and ensures all our activity aligns with our pledge, “*to deliver an outstanding teaching & learning experience to every learner, every time*”. Paragon Skills are proud to achieve some of the highest success and achievement rates in the industry which is testimony to our commitment to quality and impactful learning and support.

**to deliver
an outstanding
teaching & learning experience
to every learner, every time**

Our client needs and learner experiences are at the heart of our organisation. Our extensive experience across multiple specialisms has contributed to our overall achievement rate of 71.4% (2018/19) exceeding the national average of 67.3% (iii). Paragon Skills is currently rated as an Ofsted Grade 2 Good provider with aspirations to achieve Grade 1 Outstanding.

The teams at Paragon Skills are passionate about delivering meaningful learning and live by our values, the 5 e's (ii) which guide our approach to our work. Our industry leading programmes have been collaboratively developed with our clients embedding their organisational strategy, culture, vision and values.

(ii)



Wake up every morning feeling proud & passionate about what you do.



Create energy & inspiration among our learners, clients & colleagues.



Have a team confident in their own ability to challenge intelligently.



Colleagues who make things happen by delivering on our pledge.



Build an experienced, qualified team who champion new ways of working.

Our delivery teams are experts, with a long track record of high quality, high impact Apprenticeship learning designed to achieve the right blend of skills and behaviours. Over 91% of our learners stated they had a positive experience with Paragon Skills, and 86% of employers stated that they were satisfied with the service they received (iv).

(iii)

(iv)

Within the industry, Paragon Skills is regularly seen as a safe pair of hands in an evolving Apprenticeship landscape.



If you would like to discuss how Paragon Skills could support your sales Apprenticeship strategy then please contact us on the below details:

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References

*(Gartner B2B Buyer survey 2019, McKinsey Sales growth survey, Salesforce State of Sales report)